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Dated: 10/28/05 Signature: Denise Camerato
(Denise Camerato)

Docket No.: SIMU-P01-003
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael M. Segal

Application No.: 09/770808

Confirmation No.: 8253

Filed: January 26, 2001

Art Unit: 3624

For: SYSTEMS AND METHODS FOR DIRECTING
CONTENT WITHOUT COMPROMISING
PRIVACY

Examiner: D. F. Charles

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated April 28, 2005, please amend the above-identified application as following. The time period for response has been extended to October 28, 2005, by the accompanying petition for a three-month extension of time.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.